

TO: Adrian Marrullier**DATE:** May 21, 1993**FROM:** Natalie Ellis**SUBJECT:** MAT Tracking

In response to your memo of May 18, attached is a demographic profile of MAT "not-aware" smokers. In summary, they are older (45+), more upscale smokers. They are somewhat more likely to be in "A" counties or in region 5 but age seems to be the key factor related to non-awareness.

cc: D. Beran
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